



Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
July 7, 2008

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, July 7, 2008 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Monica Allread, Pen Johnson, Judi Nelson, Jackie Terry

Members Absent: Lucy Logan, Jayson Matthews, Amanda Ormond, David Strang

City Staff Present: Amanda Nelson, Sue Taafe

Guests Present: Hillary Foose with METRO, Pam Greene and Amy Rushia with Off Madison Ave., and Mike Branom with East Valley Tribune

Agenda Item 1 – Public Appearances

There was no public comment.

Agenda Item 2 – Light Rail Update

Grand Opening: Hillary Foose with METRO presented plans for METRO's grand opening in December 2008, which will be a three-day event, including a preview day for the media and preview pass holders, appreciation dinner, a ribbon cutting ceremony followed by celebrations at a number of stations, and free rides for the public during the weekend. METRO staff will bring a preliminary list of station activities to the August meeting for the Committee to review.

Safety Campaign: Hillary Foose provided information on METRO's safety campaign, which focuses on safety communications during vehicle testing and when light rail begins operating revenue service. The safety campaign includes information for both adults and children via print, email, web sites, newsletters, employee notices, advertising, schools and public presentations. Amanda Nelson mentioned that about 75 percent of the METRO advertising budget is dedicated to safety education. Judi Nelson asked about the educational effort being made to inform motorists about left turn signals at LRT crossings. Hillary stated that a driver safety video is being produced and will be given to the Department of Motor Vehicles and driver's education classes. Judi also inquired about ambassadors being available to help passengers. Hillary told the Committee that ambassadors and volunteers would be available the first week of service. In addition, METRO is coordinating with the Downtown Tempe Community's ambassador program. Judi asked how the onboard fare inspections would work. Hillary explained that the fare inspectors will have hand-held devices that verified if the fare media had been validated.

Agenda Item 3 – Professional Advertising Services Update

Staff introduced Pam Greene and Amy Rushia with Off Madison Avenue, which is the new advertising agency for the Tempe in Motion program. They are currently working on Marketing and Media plans. Both documents should be available for Committee review in August. New creative concepts, which will incorporate light rail, will be presented to the Committee in September.

Agenda Item 4 – Youth Transit Pass Program Update

Staff provided an update on the youth transit pass program. Participation has steadily increased since the program inception. In Year 1, approximately 2,300 youth signed up for the program. Year 2 had 2,600 participants and Year 3 had 2,800. Since reissuing for Year 4 began in May, more than 1,300 youth have signed up for the program, including approximately 300 youth who registered at the Tempe Public Library on May 31. The costs of the program have increased by about \$5,000 a month due to fare increases and the elimination of transfers in December 2007. Staff anticipate additional cost increases in January 2009 with the implementation of light rail. Staff have also been working with the homeless liaison representatives at local Tempe schools to enroll youth who may not have permanent Tempe addresses.

Agenda Item 5 – December 2008 Bus Service Changes

An open house to gather feedback from residents on revised, proposed bus service changes will be held at the Tempe Public Library from 6 to 8 p.m. Aug. 5. Affected routes include Red Line, 1, 30, 56, 65, 66, 72, 76, 81, 108, Flash, Orbit Mercury, Earth, Mars and Jupiter. A second round of route change descriptions will be available online starting July 22. Public comment will be taken from July 22 to Aug. 19. Public comments will be forwarded to the Transportation Commission in September for consideration. Staff received about 125 comments from passengers during the first round of public comment in May and June. Staff revised the proposed route changes to include direct service on route 40 from Apache Boulevard to Sky Harbor Airport.

Agenda Item 6 – Public Involvement for Traffic Calming Projects

- a. Western Canal – Construction of the Western Canal Multi-use Path will begin in August.
- b. Maple/Ash and Mitchell Park – A neighborhood meeting was held in June where final concepts were presented. Test measures will be implemented in August and tested for two months.
- c. Daley Park – A neighborhood action team was formed and their first meeting will be held in late August. Test concepts are being developed for the College Avenue Pedestrian and Streetscape Improvements Project. A neighborhood meeting will most likely be held in late August with test measures implemented in September.
- d. Broadway Road – The public input process for this project will begin this fall. The project area includes Broadway Road between Mill Avenue and Rural Road.

Agenda Item 7 – Next Meeting

The next meeting is scheduled for Aug. 11, 2008 at 3:30 p.m.

Agenda Item 8 – Adjournment

Judi Nelson adjourned the meeting at 4:10 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson